

Application No. 09/812,253

REMARKS

Claims 1-8 are pending. By this Amendment, claims 1 and 2 are amended. Claim 1 has been amended to clarify the subject matter and scope of the invention. Support for these amendments can be found at paragraphs [0009], [0012], and [0015] of the specification, for example. Claim 2 has been amended to correct a typographical error. No new matter has been added.

Claim Rejections – 35 USC § 101

Claims 1-4, 8 stand rejected under 35 USC § 101 as being directed to non-statutory subject matter. Applicant has amended independent claim 1 based on the Examiner's recommendation to specify that the method is utilizing a medium within the technological arts, namely the Internet.

Claim Rejections – 35 USC § 112

Claim 2 stands rejected under 35 USC § 112. Applicant has amended the claim to refer to "advertisement content" to comply with the Examiner's suggestion.

Claim Rejections – 35 USC § 102

Claims 1-7 stand rejected under 35 USC § 102(b) as being anticipated by U.S. Patent 5,848,396 to Gerace. In light of the amendments to claim 1, these rejections are respectfully traversed.

The language of independent claim 1 has been amended to address the objections noted in the Office Action. It is respectfully submitted that Gerace teaches away from providing the ability to alter a context of an advertisement without substantially altering the content, and therefore does not anticipate Applicant's invention. Further, Gerace fails to disclose a method of obtaining an advertisement to be displayed for the given user from an advertisement database.

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Because the advertisements in Gerace are meant to be customized in both content and context based on the results of the advertisement module that Gerace teaches, it is not possible to utilize standard advertisements from an advertisement database that contains advertisements each with a single content and a single context.

Claim Rejections – 35 USC § 103

Claim 8 stands rejected under 35 USC § 103 as being obvious in light of Gerace. More specifically, the Examiner asserts that Gerace discloses the method of claim 1. As described above, Applicant respectfully submits that the Gerace patent fails to disclose a method of altering a context of the advertisement based on the archetype identification information in the profile of the given user without substantially altering a content of the ad. Therefore, Gerace does not disclose the method of claim 1, and fails to render claim 8 obvious.

CONCLUSION

In view of the foregoing, it is submitted that this application is in condition for allowance. Favorable consideration and prompt allowance of the application are respectfully requested.

The Examiner is invited to telephone the undersigned if the Examiner believes it would be useful to advance prosecution.

Respectfully submitted,



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